

CHARGE NUMBER: 4010  
PROJECT TITLE: Brand Development  
PROJECT LEADER: W. G. Houck, Jr.  
PERIOD COVERED: March, 1977

I. BRAND DEVELOPMENT

A. Marlboro Lights 85

Specifications for the original four models scheduled for HTI testing were changed and further models had to be developed. The first set of these did not meet specifications and are currently being remade.<sup>1</sup> HTI shipment should be feasible by the end of April.

B. Marlboro Lights 100

Three models of a Marlboro Lights 100 are scheduled for HTI testing. These include CA/plastic versus all CA filters and cork versus white tipping.<sup>2</sup>

C. Alpine with Benkert Tipping

Preliminary specifications were completed and transferred to manufacturing.

D. B&H 100's

Regular - 10, 14 and 16 mg models of the B&H 100 have been prepared for future brand modification and/or new product candidates. The 14 and 16 mg candidates are scheduled for possible market testing while the 10 mg model is scheduled for HTI testing.<sup>3</sup>

HTI testing of a 15 mg candidate was completed. The control B&H 100 was preferred by B&H smokers (51/38%) while the lower delivery candidate tended to be preferred by other non-menthol smokers (38/46%).<sup>4</sup>

Menthol - 10, 12 and 14 mg B&H menthol 100's are scheduled for VP testing.

E. Virginia Slims Extra Milds

Two candidates, one with a light green cigarette paper, are currently in VP testing.<sup>5</sup>

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F. Marlboro Tar Reductions

Marlboro 80's, 85's, and 100's have been prepared at 16, 14 and 10 mg (100 mm) deliveries with EP (electrically perforated) tipping for possible product testing.

II. INSTRUMENT DEVELOPMENT

An instrument that measures circumference via a laser beam was received (rental) and set up. Preliminary evaluations look promising, especially for non-wrapped filters or filters wrapped with porous plug wrap.

  
W. G. Houck, Jr.

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<sup>1</sup>HTI Tests 1226/1227  
              1228/1229  
              1230/1231  
              1232/1233

<sup>2</sup>HTI Test 5033/5034

<sup>3</sup>HTI Test 8147/8148

<sup>4</sup>HTI Test 8145/8146

<sup>5</sup>VP Tests V-8516  
          V-8517

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